

Ana Luísa Ferro

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Estrada dos Cachimbos, Lote 13, Coutada Velha, 2130-224 Benavente, Portugal

PROFESSIONAL PROFILE

Versatile and dedicated professional with over 20 years of experience in secretarial and hospitality. Worked in the area of CRM, e-commerce, website management, reservations, sales and events coordination, always with the aim of achieving the desired profitability and developing a good image of the company. Team leadership and coordination with various departments, in order to achieve a common goal. Good relationship with colleagues, customers and suppliers. Computer skills and fluent in English, with good knowledge of French and Spanish.

Employee of the year 2018.

CAREER IN HOTEL INDUSTRY

Meetings and Events Co-ordinator - (May 2014 – September 2020)

Reservations Manager - (October 2009 – April 2014)

Pestana Chelsea Bridge Hotel & Spa (Pestana Hotels & Resorts, Pestana Group), **London**

- Participation in the opening of this four stars hotel.
Reservations Manager (managing team composed by 5 people).
Group and individual reservations.
Assist the Revenue Manager (changing rates and close/open availability in Opera, EzRMS, EZYield, SynXis, SiteMinder and OTA websites).
Rates creation.
Translations.
MICE contracts.
Meetings with clients to prepare the different events (corporate, training, private lunches and dinners, cocktails, food and wine tasting, charity/auctions, exhibitions, wedding receptions, birthday parties, sport events, especially football teams).
Banquet Event Orders.
Co-ordination with the different departments inside the hotel (Sales, Food & Beverages, Banqueting, Kitchen, Reception, Reservations and Security)
Contacts with suppliers
Revenue postings in Opera System and invoices verification
Event feedback requests

Assistant of the E-Commerce Department – (May 2005 – July 2009)

Assistant of the Sales Technology and Logistic Department – (September 2000 – April 2005)

Pestana Management - Serviços de Gestão, SA (Central Office of Pestana Hotels & Resorts, Pestana Group – top Portuguese hotel chain), Lisbon.

- Management of this hotel chain Loyalty Card Programme.
CRM – Customer Relationship Management – maintaining a database with all the customers' information and interests, in order to personalize the offer to them using e-mail mailing campaigns
Acted as focal point in contracts between hotels and consortia of travel agents/international companies (contracts of hotel rates to be booked via GDS).
Reports and statistics.
Responsible for approving the content (text, promotions, photos, hyperlinks...) of websites: www.pestana.com and www.pousadas.pt
Translations.
Verifying parity rates related with all the hotels of the group, comparing the OTA rates with the hotel group websites.

CAREER AS ADMINISTRATIVE ASSISTANT

Administrative Assistant of the Image and Communication Department – (June 1999 – June 2000)

ICEP Portugal – Investimento, Comércio e Turismo (now named AICEP Portugal Global), Lisbon

Administrative Assistant – (September 1998 – December 1998)

Parcela – Desenvolvimento Empresarial, Lda (business consultancy), Lisbon

Administrative Assistant in a social project – (February 1997 – August 1998)

ADUS – Associação de Defesa dos Utentes do Sangue (association with social support purposes), Lisbon

PA Assistant to the Director – (November 1995 – March 1996)

Iberotir – Transportes Internacionais, Porto Alto

PA Assistant to the Director – (July 1994)

Mitsubishi Motors (Office belonging to the Mitsubishi Motors of Amsterdam), Olivais/Lisbon

EDUCATIONAL QUALIFICATIONS

Event Management Course – (March 2012 – July 2012)

Promoted by Terbell, Ltd. and accredited by ICM - The institute of Commercial Development, London

Bachelor's degree in Secretarial Studies – (October 1992 – September 1995)

ISLA – Instituto Superior de Línguas e Administração, Lisbon